ARCHIE SERIES
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AUG.
NO. 207
Jughead
A PENNY FOR YOUR THOUGHTS, JUG?
COULD YOU MAKE THAT 75 PENNIES?
BURGER 'N' FRENCH FRIES SPECIAL
75¢
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IT'S EASY TO JOIN OLYMPIC! Just fill in and mail the postcard! No postage is required. We'll send you the free Sample Book, free Membership Card and free Catalog of Prizes. There's ABSOLUTELY NO COST TO YOU! Don't wait! Join now! It's easy!

BE FIRST IN YOUR NEIGHBORHOOD!
DON'T DELAY! JOIN NOW! MAIL POSTCARD TODAY!

OLYMPIC SALES CLUB, INC., DEPT. 72AC6, ENFIELD, CONNECTICUT 06082

FROM
NAME _____
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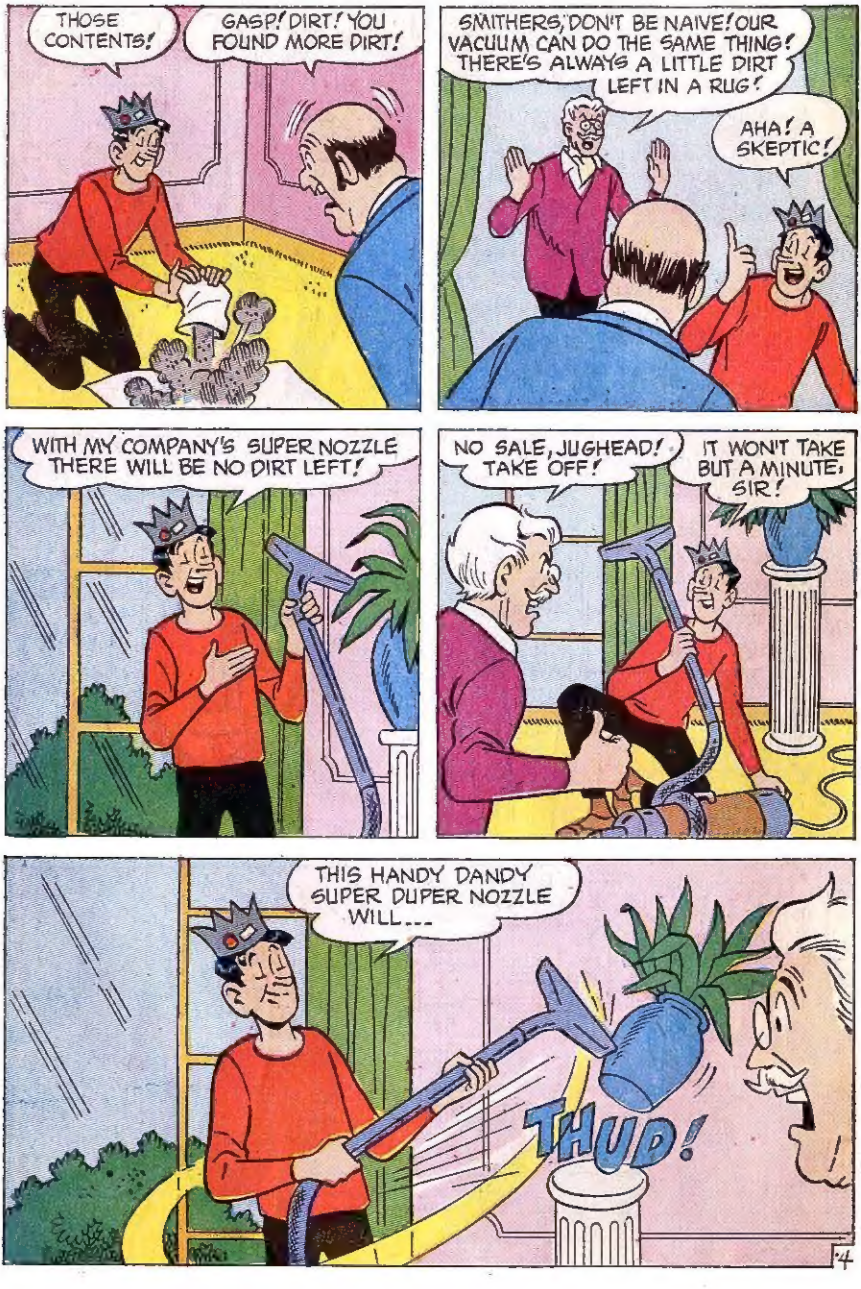
Jughead A SENSE OF POWER

JUGHEAD, No. 207, Aug., 1972. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., 1116 First Avenue, New York, N.Y. 10021. Chicago office: 221 North LaSalle Street, Chicago, Ill. 60601, Second Class Postage paid at New York, N.Y. and at additional mailing offices. Title registered U.S. Patent Office. Yearly subscription $2.40 in the U.S.A. Single copies 20c. Copyright © 1972 by Archie Comic Publications, Inc. No actual person is named or delineated in this fiction magazine. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.

ARE YOU PUTTING ME ON?
NOW WHY WOULD I WANT TO DO A THING LIKE THAT?
COME ON! ARE YOU OR AREN'T YOU SELLING VACUUM CLEANERS?
LET ME PUT IT THIS WAY!
DRACULA HAS FALSE TEETH! F.
I DO NOT D
ARE YOU BUYING VACUUM CLEANERS?
NO!
IN THAT CASE I'M NOT!.. BUT IF I FIND SOMEONE WHO'S BUYING VACUUM CLEANERS.. ..THEN I'M SELLING VACUUM CLEANERS!
AT VERONICA'S? YOU'RE WHISTLING INTO THE WIND, MAN! NO WAY, ARE YOU GOING TO MAKE A SALE THERE!
WE DOOR TO DOOR SALESMEN ARE A HARDY BREED, ARCH!
2

SMITHERS, ARE YOU GOING TO CONTINUE LIVING IN THIS FILTH, OR ARE YOU GOING TO BUY A VACUUM CLEANER FROM ME?
FILTH? WHAT FILTH? THIS PLACE WAS CLEANED LESS THAN AN HOUR AGO!
AHA!
GET ME A PIECE OF CLEAN WHITE PAPER AND I'LL PROVE OTHERWISE!
YOU'VE GOT IT, JUNIOR!
STARTING WITH AN EMPTY CLEANER, I WILL VACUUM YOUR RUG! THEN I WILL EMPTY THE CONTENTS OF THE TANK ON THE CLEAN WHITE PAPER!
WHAT CONTENTS?
3


THOSE CONTENTS!
GASP! DIRT! YOU FOUND MORE DIRT!
SMITHERS, DON'T BE NAIVE! OUR VACUUM CAN DO THE SAME THING! THERE'S ALWAYS A LITTLE DIRT LEFT IN A RUG!
AHA! A SKEPTIC!
WITH MY COMPANY'S SUPER NOZZLE THERE WILL BE NO DIRT LEFT!
NO SALE, JUGHEAD! TAKE OFF!
IT WON'T TAKE BUT A MINUTE, SIR!
THIS HANDY DANDY SUPER DUPER NOZZLE WILL...
THUD!
4

AHA! A GOOD CHANCE TO DEMONSTRATE THE POWER OF THE...
ROAR
ROAR
THWOOP
SORRY 'BOUT THAT! BUT YOU CAN SEE HOW STRONG THE..
THWOOP
THE DRAPES!
NO PROBLEM, MR. LODGE! WE MERELY CONNECT THE HOSE TO THE OTHER END OF THE CLEANER AND WE GET BLOW POWER!
NO! DON'T!

HERE COME THE DRAPES.. AND THE RUG...
ROAR
PHWOOP
WHOOPS! AND THE DIRT...!!
HE BOUGHT IT? HE ACTUALLY BOUGHT IT?
THEY USUALLY DO! THEY CALL IT THE LESSER OF TWO EVILS! WHEN WORD OF MY DEMONSTRATIONS GETS AROUND, FOLKS WILL PROBABLY MEET ME AT THE DOOR WITH A CHECK!
END

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Leonard Nimoy

Osmond Brothers

Elvis

Elvis

Shatner

Lost in Space

Raquel Welch

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213678

214940

210179

214064

211706

213629

213538

215392

212845

210781

210369

209239

207084

214387

214973

210237

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212753

212621

211482

207977

211714

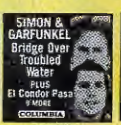
210229

203372

211227

212480

210765



186809

208363

207522

210211

212159

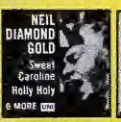
212431

210948

210203

203919

196709



211565

211805

207472

211672

209544

206409

210146

202713

210195

210260

210153

196444

203885

hit records FOR ONLY $2.86

during the coming two years (you will have up to 300 records a month to choose from)

214403

214650

214981

209981

212852

211540

209973

213728

198986

207993

196246

203539

195727

213926

202523

214353

210138

212654

211755

209726

213660

Yes, it's true — if you join now, you may have ANY 14 of these records for only $2.86. Just mail the application at the right, together with your check or money order for $2.86. In exchange . . .

You agree to buy just ten records (at regular Club prices) in the coming two years — and you may cancel membership at any time after doing so.

Your own charge account will be opened upon enrollment . . . and the records you order as a member will be mailed and billed at the regular Club price of $4.98 or $5.98 each, plus processing and postage. (Multi-record sets are somewhat higher.)

You may accept or reject records as follows: every four weeks you will receive a new copy of the Club's music magazine, which describes the regular selection for each musical interest . . . plus hundreds of alternate selections.

. . . **If you do not want any record** in any month, just return the selection card provided by the date specified

. . . **If you want only the regular selection** for your musical interest, you need do nothing — it will be shipped to you automatically

. . . **If you want any of the other records offered,** just order them on the selection card and return it by the date specified

. . . **and from time to time we** will offer some special albums, which you may reject by returning the special dated form provided . . . or accept by simply doing nothing.

You'll be eligible for our bonus plan upon completing your enrollment agreement — a plan which enables you to get one record of your choice free (only 25¢ for processing and postage) for every one you buy thereafter. Act now — fill in and mail the application today!

Columbia Record Club
a service of Columbia House Terre Haute, Indiana 47808

COLUMBIA RECORD CLUB, Terre Haute, Indiana 47808

I am enclosing check or money order for $2.86 as payment for the 14 records below. Please accept my membership application. I agree to purchase ten records (at regular Club prices) during the coming two years, and may cancel membership any time thereafter. If I continue, I'll be eligible for your bonus plan.

Send These 14 records—I've enclosed check or money order for $2.86

All records will be described in advance in the Magazine, sent every four weeks. If I do not want any record, I'll return the selection card by the date specified . . . or use the card to order any record I want. If I want only the regular selection for my musical interest, I need do nothing—it will be sent automatically. From time to time, I'll be offered special albums which I may accept or reject by using the dated form provided

MY MAIN MUSICAL INTEREST IS (check one only):

☐ Easy Listening ☐ Hard Sounds ☐ Jazz
☐ Country ☐ Broadway & Hollywood ☐ Classical

☐ Mr.
☐ Miss
☐ Mrs. (Please print) First Name Initial Last Name

Address .....

City .....

State ..... Zip .....

Do you have a telephone? (check one) ☐ YES ☐ NO

APO, FPO addresses: write for special offer (BS-Z) DOC

467 872

PUZZLE: FIND AL

Al's got himself lost in his job.

He does his work. He draws his pay. He gripes, and hopes, and waits. But the big breaks never seem to come.

You have to hunt hard for Al. He's in a rut!

Then, who's the figure standing out in the picture? That's Tom. Tom grew tired of waiting. He decided to act. He took three important steps:

1. **Wrote to I.C.S. for their three famous career books.**
2. **Enrolled for an I.C.S. job-related course.**
3. **Started to apply—on the spot—what he was learning.**

The others began to say, "Ask Tom, he knows." The supervisor began to take notice. The boss began to receive reports on Tom's progress. *And Tom began to move!*

It's a fact worth remembering: An I.C.S. student always stands out!

P.S.—You'll find men like Al everywhere—griping, hoping, waiting—reading this and skipping on. But forward-looking fellows like Tom will take time to investigate, will mark and mail the coupon and get the three valuable career books free. They're men of action. And a few short months from now, you'll be seen start to move!

ICS International Correspondence Schools
Scranton, Pa. 18515

ICS, Scranton, Pa. 18515
Canadian residents may obtain address for service from ICS Canadian, Ltd. in Montreal; and P.O. Box 418, Honolulu.

☐ HOTEL—MOTEL
Here's your opportunity to live a life of luxury, and be well-paid for it. The world's most glamorous travel and entertainment field needs trained people... get in on the ground floor now through ICS practical, professional training!

☐ ACCOUNTING
The checkbook section of your newspaper will make it clear to you: there's a real demand for men and women trained in the skills of accounting. A real future ... when the going is tough, accounting goes on, at home, through ICS!

☐ ENGINEERING
ICS-trained engineers are known and respected in industry, government. Courses include Civil, Mechanical, Electrical, or Chemical. Learn thorough, recognized professional engineering skills now, at home, through ICS!

☐ COMPUTERS
Forget a head start in tomorrow's world... get on the rapidly expanding world of computers now. Specialists in computers are needed today... will be in even more demand tomorrow! Learn this exciting field through practical at home training, through ICS!

☐ HIGH SCHOOL
A high school diploma is a "must" in today's world. If you've now dozens for you... and it's worth up to $ 20,000 over a lifetime. Get yours now at home through ICS —here's a diploma that is recognized and respected!

☐ AUTO MECHANICS
Every year there is a growing shortage of skilled professional mechanics needed to keep this nation's cars and trucks rolling. Here is good pay, advancement, and enjoyment! Learn the basics in auto by investing special skills, the best of them at ICS!

☐ ELECTRONICS
The whole exciting world of electronics opens up to the man or woman trained in electronics. Learn this field and you can just about write your own ticket. Get your thorough, professional training now at ICS.

☐ DRAFTING
Every new product, every improved product in today's world begins on the drawing board—requires the professional skill of a capable draftsman. Learn this satisfying, rewarding career with the prospects offered by ICS now!

☐ BUSINESS MANAGEMENT
The business world can never find enough capable people trained to step up to better pay and greater responsibility. Here's where every man or woman can get the training to move ahead confidently—through ICS!

☐ SECRETARIAL
Here's your way to find a good job, to advance in your present work, to find a new career, a new life. The business world of today is in a hurry, so it's up to you to be prepared. ICS training is practical, up to date and very helpful in making your job pleasant, rewarding, secure.

☐ ELECTRICIAN
The electrician's skills—wiring, repair, and installing fields call for more and more skilled men and women. There is an exciting demand and you will be set. ICS is famous for its training in electricity, step-by-step from basics to full professionalism.

☐ INTERIOR DECORATING
Here's your opportunity to take natural talent and interest ... and turn it into a rewarding career that "fits" instead of "works". ICS training is thoroughly professional, and is modern as tomorrow. Learn decorating now, at home ... be perfect place to learn it—through ICS!

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Please send me, without cost or obligation, FREE booklet and full information on the field I have checked.

Mrs.
Miss
Mr. (Please print) _____ Age _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

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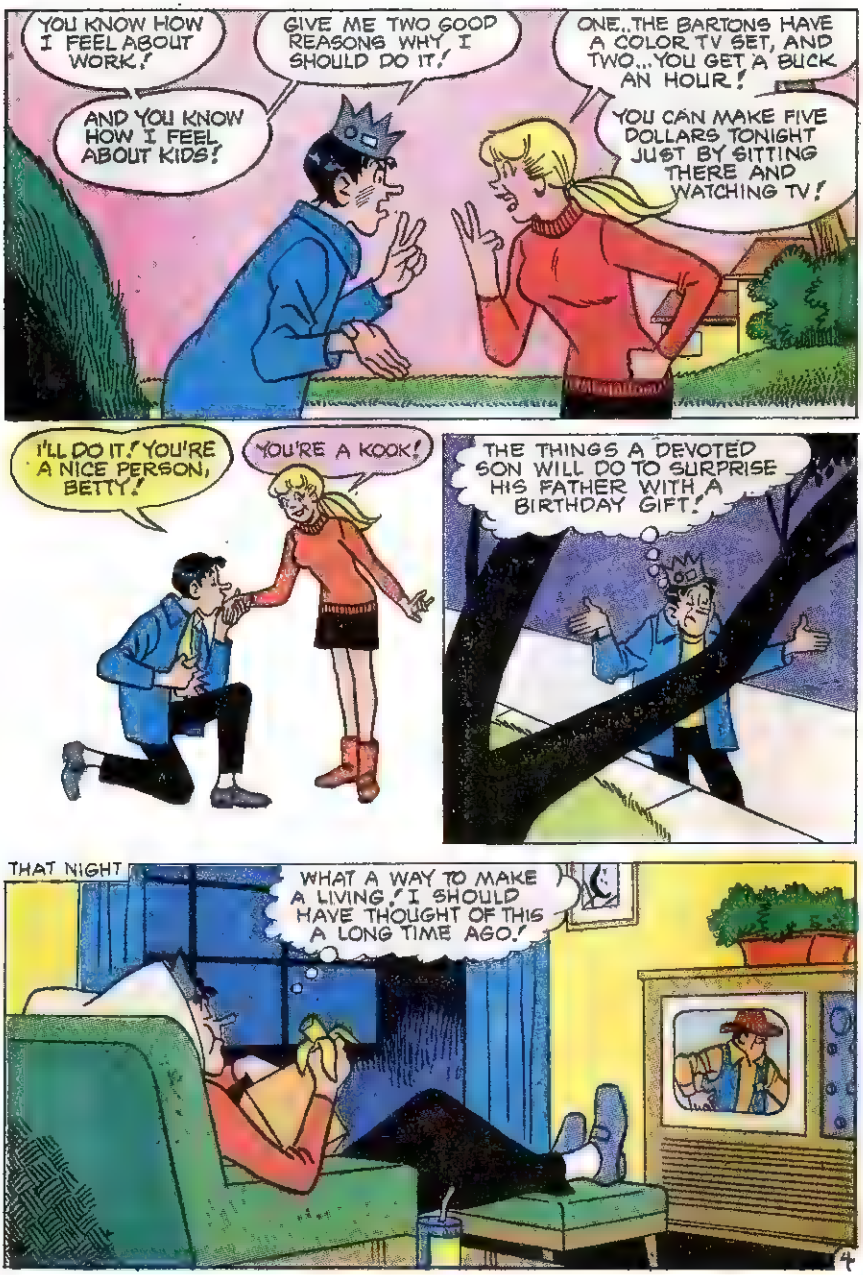
Jughead the BIG SURPRISE
AND STAY OUT!
T. RYE & GETTIT
FINANCE Co.
DOES THIS MEAN I DON'T GET THE LOAN?

ER..BETTY, YOU WOULDN'T HAPPEN TO HAVE A FIVE DOLLAR BILL YOU COULD LEND ME, DO YOU?
JUGHEAD, YOU ARE THE LAST ONE I WOULD LEND ANY MONEY!
CE Co.
Y'KNOW..THAT'S WHAT THE GUY AT THE FINANCE COMPANY TOLD ME!
WHY DO YOU WANT THE MONEY?
IS THERE A SALE ON HAMBURGERS SOMEWHERE IN TOWN?
NO! NOTHING LIKE THAT! IT'S MY FATHER'S BIRTHDAY...
AND I WANT TO SURPRISE HIM WITH A GIFT!
HOW SWEET!
WAIT A MINUTE! I CAN'T LEND YOU THE MONEY, BUT I KNOW HOW YOU CAN EARN IT!
"EARN?" AS IN "WORK?" ARE YOU CRAZY?

I'LL JUST PRETEND I DIDN'T HEAR THAT!
BUT JUG, THIS ISN'T REALLY WORK!
AS A MATTER OF FACT ALL YOU HAVE TO DO IS SIT AROUND FOR A FEW HOURS AND WATCH TELEVISION!
REALLY? I GET PAID FOR THAT?
GOSH, I'VE BEEN DOING THAT FOR YEARS FOR NOTHING! BOY! MY PARENTS MUST OWE ME A FORTUNE BY NOW!
AND THE BARTON KIDS ARE NEVER ANY PROBLEM! THEY'LL BE ASLEEP BY THE TIME YOU GET THERE AND THEY...
WHOA! HOLD IT! WHAT DO YOU MEAN THE BARTON KIDS WILL BE ASLEEP BY THE TIME I GET THERE?
GET WHERE? AND WHY?
THE BARTON HOUSE WHERE YOU'LL BE BABY-SITTING TONIGHT!
ME? I? JUGHEAD JONES A BABY-SITTER? YOU'RE NUTS!
3


YOU KNOW HOW I FEEL ABOUT WORK!
AND YOU KNOW HOW I FEEL ABOUT KIDS!
GIVE ME TWO GOOD REASONS WHY I SHOULD DO IT!
ONE..THE BARTONS HAVE A COLOR TV SET, AND TWO...YOU GET A BUCK AN HOUR!
YOU CAN MAKE FIVE DOLLARS TONIGHT JUST BY SITTING THERE AND WATCHING TV!
I'LL DO IT! YOU'RE A NICE PERSON, BETTY!
YOU'RE A KOOK!
THE THINGS A DEVOTED SON WILL DO TO SURPRISE HIS FATHER WITH A BIRTHDAY GIFT!
THAT NIGHT
WHAT A WAY TO MAKE A LIVING! I SHOULD HAVE THOUGHT OF THIS A LONG TIME AGO!
4

ONLY THING WRONG WITH THIS JOB IS A GUY GETS HUNGRY WHILE HE'S WORKING!
UH,OH!
POTATO CHIPS
LET'S SEE WHAT THE REFRIGERATOR HAS IN THE WAY OF REINFORCEMENTS!
I'M SURE THEY WON'T MIND!
AFTER ALL, I HAVE TO KEEP UP MY STRENGTH IF I'M GOING TO WATCH THEIR KIDS!

I HOPE OUR SITTER DIDN'T HAVE ANY TROUBLE!
HELLO! WE'RE HOME!
WHERE ARE YOU?
HOW DID EVERYTHING GO?
EVERYTHING'S JUST FINE, I'M IN THE KITCHEN!
EEK!

ANYTIME YOU NEED A SITTER, PLEASE FEEL FREE TO CALL ME! I'LL BE GLAD TO WORK FOR YOU AS LONG AS YOU CAN PROVIDE THESE LITTLE SNACKS!
SNACKS?
HE ATE THE WHOLE DINNER I PREPARED FOR TOMORROW'S COMPANY!
ALL HE LEFT WAS THE DESSERT!
DESSERT?
NEXT DAY...
JUGHEAD, WHAT'S THE MEANING OF THIS BILL FOR SIXTY DOLLARS WORTH OF FOOD?
$60.
ER..I JUST WANTED TO SURPRISE YOU ON YOUR BIRTHDAY, DAD... AND I THINK I DID!
END

LI'L JINX
A FUN DIAL!
MY DADDY JUST BOUGHT THIS FOR OUR BACK YARD!
ER... WHAT DOES IT DO, LI'L JINX?
IT TELLS TIME WITHOUT ANY ELECTRICITY!!
OH! IT RUNS ON BATTERIES?
NO! THE SUN DOES THE WORK!
WOW! WHAT WON'T THEY THINK OF NEXT!!
END

The JOKER'S WILD!

AND YOU'LL BE WILD ABOUT THE GAGS AND HILARIOUS COMICAL SITUATIONS IN ARCHIE'S JOKES!
IT'S MADE JUST FOR YOU! IT'S ARCHIE'S JOKES FOR HAPPY FOLKS!
IT'S RIGHT ON!
SO GET WITH THE HAPPY SET BY MAILING IN THIS COUPON AND 25¢ RIGHT NOW!
ARCHIE GIANT SERIES MAGAZINE
Archie's Jokes
GIANT
IT'S A FUN-FILLED OFFER YOU CAN'T AFFORD TO MISS!

POSTAGE AND HANDLING PAID

MAIL TO: ARCHIE'S JOKES #198
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED PLEASE FIND 25¢ IN COIN FOR WHICH I WILL RECEIVE A COPY OF ARCHIE'S GIANT SIZE JOKES #198 JUST AS SOON AS IT COMES OFF THE PRESSES.

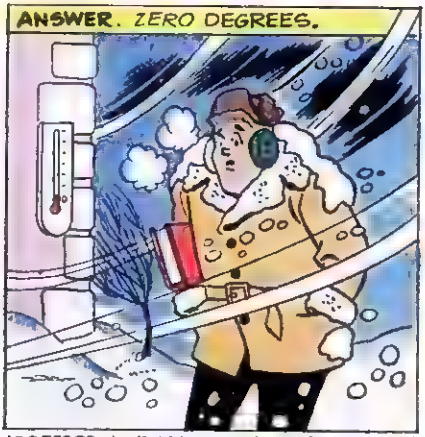
NAME _____
PLEASE PRINT

ADDRESS _____

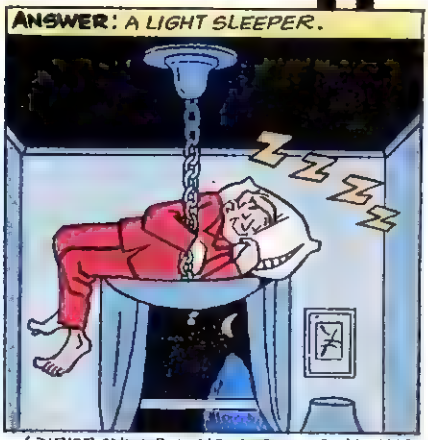
CITY STATE ZIP CODE

.....PROFESSOR JUGHEAD REVERSES THE USUAL SEQUENCE BY GIVING THE ANSWERS FIRST AND THEN ASKING:

WHAT'S THE QUESTION

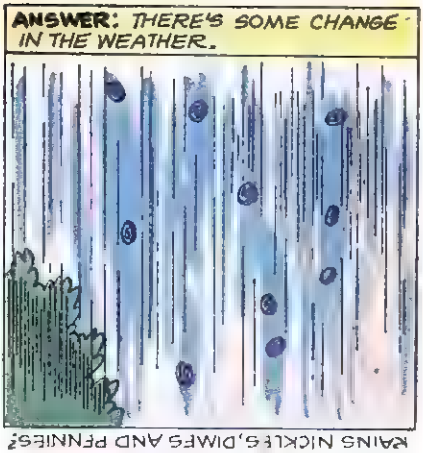


QUESTION: HOW MANY DEGREES IS MOOSE EXPECTED TO EARN IN COLLEGE?



QUESTION: WHAT DO THEY CALL SOMEONE WHO SLEEPS ON A CHANDELIER?

QUESTION: WHY DID THE HIPPIE REFUSE TO PAY THE TAILOR FOR IRONING HIS CLOTHES?



QUESTION: WHAT HAPPENS WHEN IT RAINS NICKLES, DIMES AND PENNIES?

QUESTION: WHAT TIME WAS IT WHEN ARCH E SAT ON AN ANT HILL?

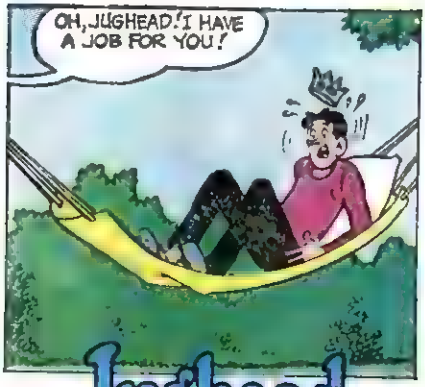
QUESTION: IF ALL THE PEOPLE IN THE UNITED STATES DROVE BLUE CARS WHAT WOULD THE COUNTRY BE CALLED?

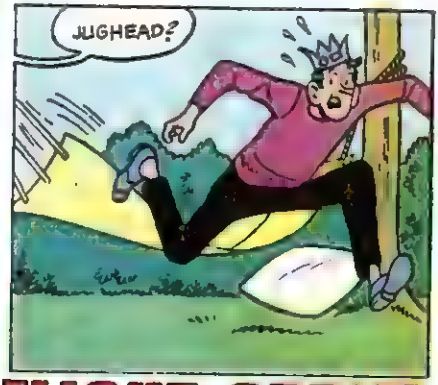
QUESTION: WHAT DID MOOSE CALL REGGIE WHEN HE REFUSED TO FIGHT AT THE BEACH?

QUESTION: WHAT DID MOOSE'S RIGHT EAR SAY TO HIS LEFT EAR?

QUESTION: WHAT'S THE ONE TABLE JUGHEAD WILL NOT EAT AT?

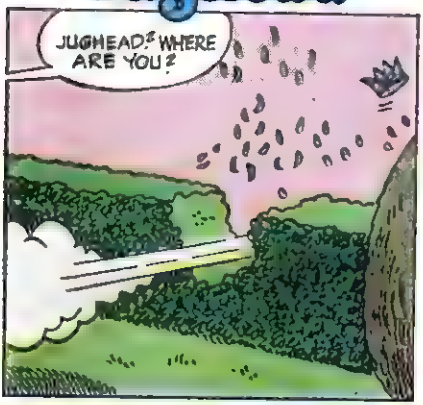
QUESTION: HOW WOULD YOU DESCRIBE MOOSE AS A DANCER?

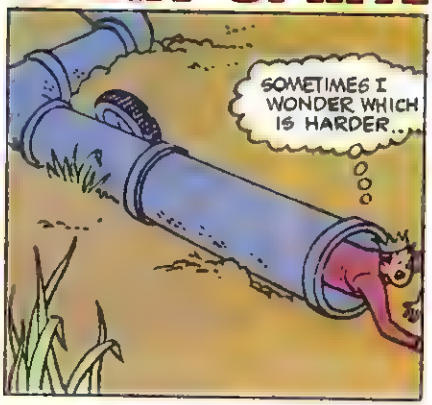


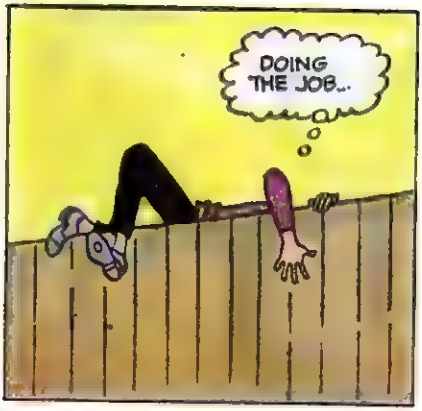


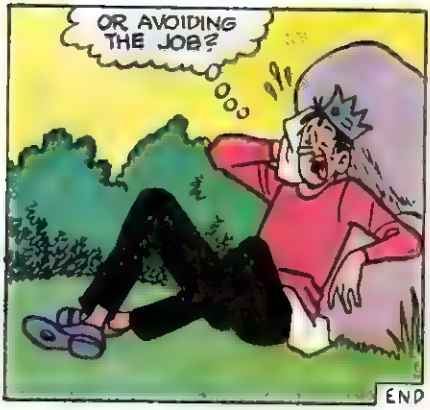
Jughead

FLIGHT SPRITE









REWARD $11,750.00

FOR THIS COIN!

Illustrated: 1804 silver dollar — 19,000 minted, only 12 accounted for — where are the rest?

FOR CERTAIN COINS WE PAY UP TO:

CERTAIN	
Gold Coins Before 1929	$35,000.00
Nickels Before 1948	$16,000.00
Silver Dollars Before 1936	$11,750.00
Half Dollars Before 1947	$5,500.00
Pennies Before 1919	$4,800.00
Dimes Before 1946	$4,750.00
Quarters Before 1941	$4,500.00
Half Cents Before 1910	$3,500.00
Lincoln Pennies Before 1940	$250.00

$500,000.00 SEARCH FOR RARE COINS! OLD AND NEW!

Stop spending valuable coins worth hundreds of dollars. Now 1972 catalogue lists hundreds of coins we want to buy and gives the price range we will pay for these United States Coins. Certain half cent coins are worth up to $3,500.00 for Canadian Coins. Our valuable Coin Book may reward you many thousands of dollars. Coins do not have to be old to be valuable. Thousands of dollars have been paid for coins dated as recently as 1940 to 1956. Now you too can learn the rare dates and how to identify rare coins in your possession with our new 1972 catalogue. A fortune may be waiting for you. Millions of Dollars have been paid for rare coins. SEND YOUR ORDER FOR THIS VALUABLE COIN CATALOGUE NOW! Hold on to your coins until you obtain our catalogue. Send $1.00 plus 25¢ postage and handling.

BEST VALUES CO., COIN DEPT. C-931
160 AMHERST ST., East Orange, N.J. 07019

MAIL MONEY-SAVING NO-RISK FREE TRIAL COUPON NOW!

BEST VALUES CO., COIN DEPT. C-931
160 Amherst St.
East Orange, N.J. 07019

Rush your Latest 1972 Coin Catalogue listing the actual price range you will pay for United States Coins listed in the catalogue. I enclose $1. plus 25¢ postage and handling.

Name .....

Address .....

City ..... State .....

YOUR MONEY WILL BE REFUNDED IN FULL IF YOU ARE NOT SATISFIED WITH THIS CATALOGUE.

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and be eligible to win cash prizes in the Archie Series Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS, [illegible] NY 10021.

JUGHEAD NO. 207 AUGUST MEMBERSHIP — TWENTY-FIVE CENTS

FIRST PRIZE—$5.00

REPORTER
PETER FREDERICKS
16 Soldiers Place
Buffalo, New York 14222

Dear Archie,

I just thought I'd write to tell you how helpful your comics have been. My friends have been getting all your old comics and giving them to the Good Will. We really didn't know how hard it would be until we started, but it was worth it. Some kids forgot the good we were doing for all the people who can't afford to buy comic books, but they were reminded. We get about 500 books every three or four days. I never knew so many people bought your books. The Good Will offered us some money for the books we donated, but we refused.

I hope that some other people can start something like this. It sure pays off when you think of the kids that you are helping.

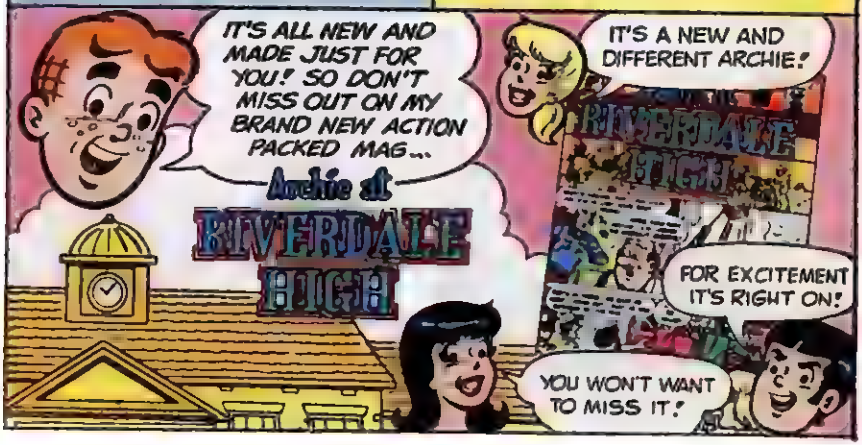
SECOND PRIZE—$3.00

REPORTER
MARY GORSKI
561 Greendale Drive
Windsor 16, Ontario,
Canada

Dear Archie,

During last summer I went camping with a few friends and experienced a scary night. Four of us were sleeping in our tent with the door facing the woods. In the middle of the night I was awakened by yelling in our tent. My friend Marion was yelling at something that was in our tent. You'll never believe what it was. A raccoon pulled Marion's knapsack outside and started eating the bread. All of a sudden the four of us were screaming and we must've frightened the raccoon because by the time I had gained enough courage to get up to the door, the raccoon was gone. Then we all went outside and made breakfast.

I just wanted to tell you about the scary night I had camping. It's funny now that I think of it, a little raccoon eating bread with his tiny paws, but believe me it was scary that night.


IT'S ALL NEW AND MADE JUST FOR YOU! SO DON'T MISS OUT ON MY BRAND NEW ACTION PACKED MAG...
Archie at RIVERDALE HIGH
IT'S A NEW AND DIFFERENT ARCHIE!
RIVERDALE HIGH
FOR EXCITEMENT IT'S RIGHT ON!
YOU WON'T WANT TO MISS IT!

THIRD PRIZE — $2.00

REPORTER
PAULETTE A. M. CHANCO
120 Magallanes Avenue
Makati, Rizal
Phillipines

Dear Archie

This time I thought I would tell you about my school. It is not different from your schools. The name of it is the International School (formerly American School). It is coed and does not require any uniforms. The only difference between my school and yours is that my school only lasts from 7:30 A.M. to 12:45 P.M. There are many after school activities. There is soccer, swimming and basketball for the boys and cheerleading and sewing classes for the girls. These courses are optional. There are at least three dances a year and a big school fair at the beginning of the year. Our school begins in July and ends in April. Well, that's all that I can say about my school except that I think that it is groovy.

4th PRIZE — $1.00

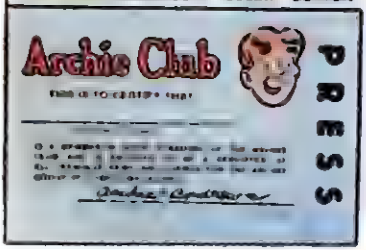
REPORTER
DIANA CRAIG
3438—21 Avenue So.
Minneapolis, Minn. 55407

Dear Archie,

I think your show is the best on TV. Josie and the Pussycats is another good show. I get up every Saturday at 7:15 A.M. and warm up the television. First I watch Archie TV Funnies, then Sabrina the Teenage Witch, and then Josie and the Pussycats.

I have one of the Archies' records. It has my favorite songs on it. They are Bang-Shang-A-Lang and Jingle Jangle. My favorite characters are Jughead and Betty.

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON



Be An Archie Club MEMBER

eligible for our cash prizes and a big byline in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter . . . you get a dressy card of ARCHIE CLUB BUTTON, and a handsome, authentic ARCHIE REPORTER PRESS CARD!

[illegible] coupon now and mail it with [illegible] cover [illegible] to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

NAME _____ AGE _____
(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

DISCOVER THE HIDDEN SECRETS OF NATURE'S MOST EXOTIC AND MYSTERIOUS HOUSE PLANT!

The VENUS FLY TRAP

- See how it lures, traps, eats and digests insects up to 30 times it's size.
- Learn how you can actually train it with a pencil to perform only for you
- Feed it raw hamburger from your hand.
- Experiment with it at home or school.

The Venus Fly Trap will grow easily in your home. It blooms into a bright green leafed plant with pink and white flowers, in only 3-4 weeks and produces 6-12 traps per plant. Each pack comes with soil, bulbs and a complete instruction booklet, filled with fascinating facts and hints. Mail in this coupon today and start a Venus Fly Trap garden of your own. You'll be delighted!

only $1.00

3-Plant Pack-$1.00
6-Plant Pack-$1.50
Monster Sales Corp. Dept. AVG-8
120 East 56th Street
New York, N.Y. 10022

Monster Sales Corp.
Dept. AVG-8
120 East 56th Street
New York, N.Y. 10022

Please send my Venus Fly Trap including soil, bulbs and instruction booklet at once.
3-bulb pack — $1.00 + 50¢ postage and handling
6-bulb pack — $1.50 + 50¢ postage and handling
☐ RUSH ORDERS add 25 cents.
Name .....
Address .....
City ..... State ..... Zip.....
New York State residents add sales tax.

ONLY $1.00

Enter the WONDERFUL WORLD Of *AMAZING* LIVE

SEA-MONKEYS®

Own a BOWLFULL OF HAPPINESS—*Instant* PETS!

Just ADD WATER — that's ALL! In ONE SECOND your AMAZING Sea-Monkeys actually COME TO LIFE! Yes, they hatch instantly, right before your eyes! Grow, magnify, grow and enjoy the most adorable pets ever to bring smiles, laughter and fun into your home!

SO EAGER TO PLEASE, THEY CAN EVEN BE TRAINED

Always cheerful around, these fun-loving pets swim, stunt and play games with each other, because they are so full of tricks, you'll never tire of watching them. And raising Sea-Monkeys is so easy, even a six-year old can do so without help. Sea-Monkeys eat very little, and they keep their water so clean, they require only a minimum care although they LOVE attention. Anyone who enjoys the company of pets will ADORE Sea-Monkeys. Best of all, we even show you how to teach them to obey your commands like a pack of friendly trained seals. What a way to surprise your friends.

FREE!
1—A ONE-YEAR SUPPLY of GROWTH FOOD
2—LIVING PLANTS
3—WATER PURIFIER
4—A magnificent, fully illustrated manual of Sea-Monkey care, raising, training, and breeding.
5—Our famous GROWTH GUARANTEE IN WRITING.

SALES UNLIMITED DEPT. ACG-8
964 THIRD AVE. N.Y., N.Y. 10022

IT SOUNDS GREAT! Please send me Sea-Monkeys kit(s) and my FREE supplies and guarantee. I must be 100% satisfied or you will refund my money. I enclose $1.00 plus 30¢ shipping charges for each kit.
Send _____ kit(s) ☐ Cash ☐ Check ☐ Money Order
(No C.O.D.'s Please) Total amount enclosed $_____
Name .....
Address .....
City ..... State ..... Zip.....
☐ SUPER-RUSH ORDERS (50¢ extra)

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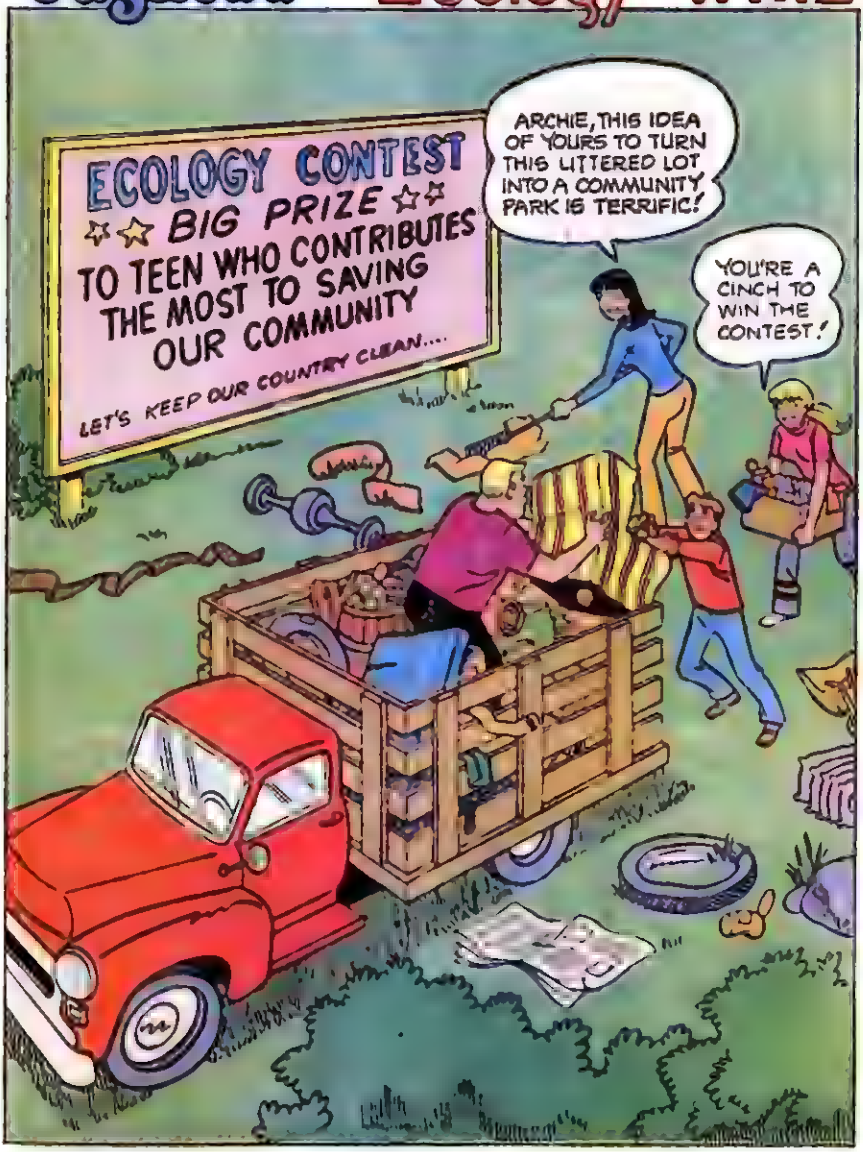
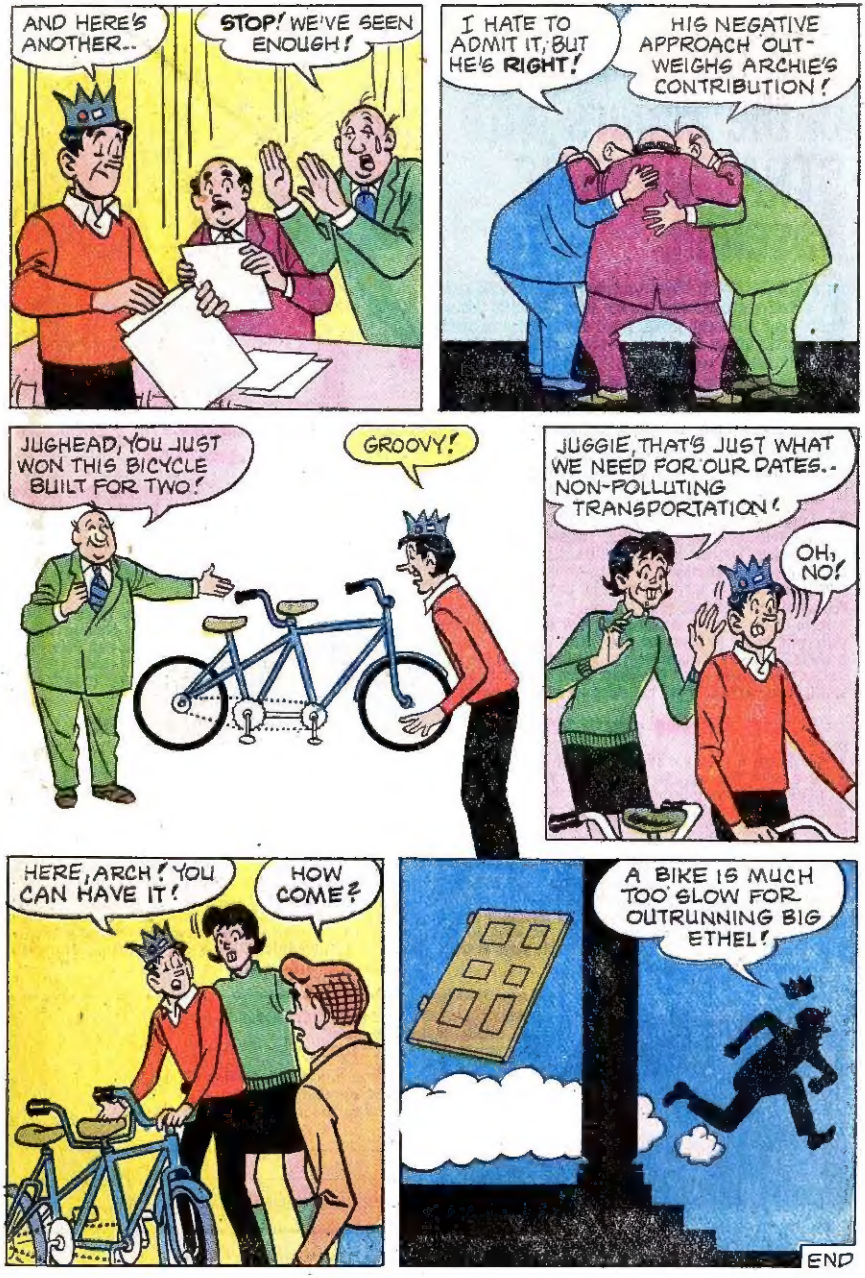
Jughead in Ecology-Whiz


ECOLOGY CONTEST
BIG PRIZE
TO TEEN WHO CONTRIBUTES THE MOST TO SAVING OUR COMMUNITY
LET'S KEEP OUR COUNTRY CLEAN....
ARCHIE, THIS IDEA OF YOURS TO TURN THIS LITTERED LOT INTO A COMMUNITY PARK IS TERRIFIC!
YOU'RE A CINCH TO WIN THE CONTEST!

OUR MEETING IS A MERE FORMALITY!
NO ONE ELSE HAS ATTEMPTED A PROJECT THE LIKES OF ARCHIE'S!
WE MAY AS WELL GIVE HIM THE PRIZE RIGHT NOW!
JUDGES
HOLD IT! WAIT A MINUTE!
I'M IN THIS ECOLOGY CONTEST TOO!
WHAT HAVE YOU DONE?
IT'S NOT WHAT I'VE DONE!
THEN WHAT IS IT?
IT'S WHAT I HAVEN'T DONE!
AND THE PROOF IS IN THIS ENVELOPE!

HERE'S A PHOTO OF ME PREVENTING AIR POLLUTION!
HA! HA! SURELY YOU JEST!
YOU'RE JUST SLEEPING!
AH! BUT BY GOING TO BED EARLY I HELP REDUCE THE DEMAND ON OUR AIR FOULING ELECTRIC POWER PLANTS!
AND HERE I AM DOING MY BIT TO HELP CONSERVE OUR NATURAL RESOURCES!
HOW? BY HAVING MISS GRUNDY BAWL YOU OUT?
MISS GRUNDY BAWLED ME OUT FOR USING ONLY ONE PAGE TO WRITE MY ESSAY! BY DOING THE LEAST AMOUNT OF HOMEWORK I LESSEN THE DEMAND ON OUR PAPER PRODUCING FORESTS!

WHAT ABOUT THIS ONE OF ETHEL CHASING YOU?
BY NOT GIVING HER A CHANCE TO TALK TO ME I CUT DOWN ON NOISE POLLUTION!
BY REFUSING TO TAKE A BATH I CONSERVE ANOTHER PRECIOUS RESOURCE.. WATER!
AND THIS ONE?
BY NEVER LEAVING A SCRAP AT MEAL TIME I HELP LICK THE GARBAGE EXPLOSION PROBLEM!


AND HERE'S ANOTHER..
STOP! WE'VE SEEN ENOUGH!
I HATE TO ADMIT IT, BUT HE'S RIGHT!
HIS NEGATIVE APPROACH OUT-WEIGHS ARCHIE'S CONTRIBUTION!
JUGHEAD, YOU JUST WON THIS BICYCLE BUILT FOR TWO!
GROOVY!
JUGGIE, THAT'S JUST WHAT WE NEED FOR OUR DATES.. NON-POLLUTING TRANSPORTATION!
OH, NO!
HERE, ARCH! YOU CAN HAVE IT!
HOW COME?
A BIKE IS MUCH TOO SLOW FOR OUTRUNNING BIG ETHEL!
END

YOU can manage in the Majors with STRAT-O-MATIC Baseball.

As a STRAT-O-MATIC Major League Manager, you'll make the actual game-deciding moves Houk, Hodges, Alston, Weaver and Murtaugh make. You'll decide when to pinch-hit, play the infield in, change pitchers, signal for hit-and-run, bunt or hit away. Only STRAT-O-MATIC BASEBALL brings you so realistically face-to-face with the decisions a Big League Manager makes on the playing fields.

You're always arguing with that guy down the block about who can manage a Big League team better. Well now you can settle that argument under as close to real game conditions as you can find this side of a Major League dugout. And have great fun doing it playing STRAT-O-MATIC Baseball, the real-to-life game that uses actual big league players according to their proven abilities. It's strictly up to YOU to manage your players — to pull them together under your leadership into the most powerful team possible.

You know your baseball. What to expect from clutch-hitting Roberto Clemente with men on base. How to pitch to Willie Mays with Willie McCovey on deck. How the good control pitchers like Fergy Jenkins seem to get stronger in the late innings while "wild men" like Nolan Ryan tire. In STRAT-O-MATIC its up to you to get the most out of your players.

DO THINGS YOUR WAY

As you watch a game on TV, aren't there times when you disagree with the manager's decision? When you'd hold Tom Seaver back an extra day to match the Cardinal's Ace, Bob Gibson. Well STRAT-O-MATIC is your chance to play Big League baseball YOUR way.

As a STRAT-O-MATIC Manager, if you make the right decisions, you're going to win. That's because we've taken every possible statistic on 480 Big League players and put them into a computer. All this vital information is brought together on an individual performance card for EACH player. In STRAT-O-MATIC, a player performs as he does on the field. Brooks Robinson makes those incredible plays at third. Frank Howard hits them out of sight.

EASY-TO-PLAY

Sounds complicated? It's not. The computer does all the hard figuring. Playing STRAT-O-MATIC is easy. It's only the decisions that are hard. Should you hit and run with Boog Powell at bat. It reduces the chances of a groundball Double Play. But you take a chance on the free-swinging Powell taking a whiff as the runner is cut down at second. It's YOUR decision in STRAT-O-MATIC.

STRAT-O-MATIC Baseball begins when you make up your lineup. Would you go with Manager Spanky Anderson's day-to-day lineup for Cincinnati? Or would you slot Pete Rose in the important third place in the order rather than as lead-off? When, as Yankee Manager, is it time to yank Stan Bahnsen? Do you bring in McDaniel or Aker?

PLAY YOUR DREAM GAMES

Manage STRAT-O-MATIC against all the kids in the neighborhood. Play actual American and National League schedules. Play your inter-league "dream games" — Vida Blue on the mound for Oakland against the Mets with Tom Seaver. You can even pick your own ALL-STAR teams and manage them in a 7-game "World Series" rather than the inconclusive single game.

If you like Big League Baseball, you'll love STRAT-O-MATIC. And just playing it will help you to become a "headier" player yourself. Fill in the coupon and we'll mail you a colorful brochure explaining STRAT-O-MATIC BASEBALL in detail. It's free and includes free samples.

Big League Baseball... the STRAT-O-MATIC way

just fill in coupon for free brochure with samples

STRAT-O-MATIC GAME CO., INC. Dept. 846
82A South Bayles Avenue
Port Washington, N.Y. 11050

Please send me free brochure including samples of STRAT-O-MATIC Baseball.
I enclose 10 cents to cover postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

JOIN THE LEADER NOW!

SALES LEADERSHIP CLUB, Springfield, Massachusetts 01101

Fold Over ✦ Don't Cut! Just Seal (Paste, Staple or Scotch Tape)

Enroll me as a member. Rush FREE Membership Card, Christmas Card Album, Prize Catalog and full details on how to earn prizes or cash.

Name_____

Address_____ Apt. No._____

City_____ State_____ Zip_____

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL

First Class Permit No. 3105, Springfield, Mass.

SALES LEADERSHIP CLUB

Dept. 2SA-6

Springfield, Mass. 01101

Winners Everywhere!

Sales Leadership "Everything You Want Club"

Everyone Can Win Big Prizes or Lots of Cash Selling Personalized Christmas Cards from Free Album

Join The Club That Gives You More . . .

EXTRA BONUS Free Gifts for Re-Orders

- **FREE ALBUM** of Actual Christmas Cards — Yours to Keep!
- **AMAZING VALUE** top quality cards with **NAME IMPRINTED** for **LESS THAN 9¢ EACH!**
- **FINEST SELECTION FOR EVERYONE** — Sell Faster, Easier!
- **NO BOXES TO CARRY OR RETURN!**
- **NO RISK — NO OBLIGATION — NO INVESTMENT**

★★★★★★★★★★★★★

You, too, Can Be a Sales Leader . . . Get Fantastic Prizes or Lots of Cash

Just fill in postage-free coupon and mail at once — no envelope necessary! We'll rush everything you need to start earning the prizes you choose. ALL AT NO COST TO YOU!

For many years thousands of Sales Leadership Club members have followed our plan to success just by showing our easy-to-carry Personalized Christmas Card Album to friends, relatives, neighbors and businessmen. The beautiful cards practically sell themselves . . . so you take orders at the bargain price of only $3.50 per box, containing as many as 40 cards . . . each with customer's Name Imprinted!

Many valuable prizes can be yours for selling only 7 boxes. No limit to the prizes you can earn. If you prefer cash instead of a prize, just keep $1.00 for each box sold. That's all there is to it! GET STARTED TODAY — the PROVEN SALES LEADERSHIP WAY!

Life is Great When You're a Winner Everyone Who Tries Can Win!

DO YOU NEED EXTRA MONEY?

It costs you nothing to try

$100.00 IS YOURS

for selling only 100 boxes of our new Lustre Elegance Christmas Card box assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out entire Business Reply Coupon below—mail it today—and we will send you immediately leading boxes on approval—FREE Catalog of money-making Greeting Cards and Gifts—plus FREE album of personalized Christmas Cards. No experience necessary.

NEW! LUSTRE ELEGANCE CHRISTMAS ASSORTMENT 20 deluxe cards Excitingly different

NEW! CHRISTMAS ALL AROUND ASSORTMENT 18 beautiful large round holiday cards

NEW! SAFARI SET! ALL OCCASION ASSORTMENT 10 heart-warming large cards of unusual appeal. So adorable.

NEW! SUNNY SMILES-IN-THE-ROUND STATIONERY 24 large round sheets 24 blue envelopes

FREE 80-PAGE FULL COLOR CATALOG Of 400 CARD AND GIFT ITEMS

FILL IN COUPON-ENVELOPE FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150–$250–$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

GUARANTEED BY PARENTS' MAGAZINE

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW + No Stamp Necessary

FREE ALBUM PERSONALIZED CHRISTMAS CARDS

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON ENVELOPE, FOLD OVER FIRMLY, SEAL 'PASTE OR TAPE' AND MAIL TODAY - No Stamp Necessary

Cut Along Dotted Line

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

CHEERFUL CARD COMPANY, Dept. B-5
White Plains, New York 10606

YES, RUSH MY CHRISTMAS CARD SAMPLE KIT

I want to make extra money. Please rush me immediately your Lustre Elegance Christmas card box assortment and other leading boxes on approval for 30 day free trial plus FREE album of personalized Christmas cards, FREE 80-page Full Color Catalog of money-making Gifts and Cards and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

Fill in your name and address below—No stamp necessary

Mr. Mrs. Miss _____ PLEASE PRINT _____ Apt. No. _____

Address _____

City _____ State _____ Zip Code _____

If writing for an organization, give its name here. _____

DO NOT CUT HERE ↓ JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
First Class Permit No. 589, White Plains, New York

CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York 10606

Dept. B-5